



Request For Proposals
New York State Canalway Water Trail
Research, Development, and Authoring of Content for
Water Trail Guide Book, Navigational Map Set, and Online Content

I. INTRODUCTION

a. Purpose

The Erie Canalway National Heritage Corridor (“ECNHC”), and its non-profit affiliate Erie Canalway Heritage Fund, Inc. (“ECHF”), seek creative proposals from a qualified consultant (“Provider”) to extend current water trail planning to the remainder of the New York State canal system; conduct research, acquire data, develop and author content for a printed Water Trail Guide Book and Navigational Map Set, and organize and prepare content for an existing online water trail interactive web site for the **New York State Canalway Water Trail** (*including the Erie, Oswego, Cayuga-Seneca, and Champlain Canals*).

The project will expand upon work by the New York State Canal Corporation, the Erie Canalway National Heritage Corridor, the National Park Service (NPS) Rivers, Trails, and Conservation Assistance (RTCA) Program, the NPS Northeast Regional Office, and a U.S. Department of Interior (DOI) America’s Great Outdoors (AGO) initiative in the New York Finger Lakes Region.

b. Background: Erie Canalway Heritage Fund, Inc./ Erie Canalway National Heritage Corridor

In 2000, the United States Congress established the Erie Canalway National Heritage Corridor to recognize the national significance of the Erie Canal. The Erie Canalway Corridor (“Corridor”) encompasses the 524 miles of the navigable New York State Canal System, including the Erie, Cayuga-Seneca, Oswego, and Champlain Canals, and their historic alignments. There are more than 230 communities in 23 New York counties with over 3.2 million residents within the 4,834-square-mile National Heritage Corridor.

The mission of the ECNHC is to plan for, encourage and assist historic preservation, conservation, recreation, interpretation, tourism, and community development throughout the Corridor in a manner that promotes partnerships among the Corridor’s many stakeholders, and reflects, celebrates and enhances the Corridor’s national significance.

The ECNHC leverages its unique assets to revitalize and advance the entire region. Working in partnership with agencies, organizations and communities, ECNHC promotes the Corridor as a world-class tourism destination, showcases and preserves the region’s cultural history and superb recreational resources, and offers exceptional educational experiences for area schools and

visitors. Its diverse portfolio of accomplishments includes: engaging more than 35,000 students in educational programs at historic canal sites and museums, achieving recognition for the New York State Barge Canal as a National Historic Landmark, installing interpretive and wayfinding signs throughout the Corridor, and providing a suite of visitor information to facilitate visitation.

The Erie Canalway Heritage Fund, Inc. is a 501(c)(3) tax-exempt nonprofit organization that works hand-in-hand with the federally-appointed Erie Canalway Commission.

c. Contract Term

It is anticipated that work will begin on, or around, September 2017 and conclude no later than June 31, 2018 (unless otherwise mutually agreed upon).

d. Minimum Qualifications

Companies submitting bids should have sufficient and demonstrated experience providing the requested services. If sub-contractors will be used, please indicate those components of the contract that they will fulfill.

II. PROJECT SCOPE

a. General Scope

The role of the consultant will be to perform tasks and develop project deliverables as outlined in this RFP (in cooperation with the ECNHC/ECHF). Proposals must provide a detailed outline for fulfilling the primary objectives of this contract.

b. Objectives

The primary objectives of this project include:

- **Produce a Water Trail Guide and Navigational Map Set**
Conduct research, acquire data, develop and author content for a printed Water Trail Guide (+/- 290-340 pages @ 7" x 9") and Navigational Map Set (+/- 8 maps 2-sided; estimated 1:63,000 Scale @ 19" x 36") for the Erie Canal.
- **Expand the Range of Online Water Trail for the Erie Canal**
Content will also be used to expand and enhance the existing online water trail interactive web site (<https://eriecanalway.org/watertrail>), which presently covers Rome to Waterford.
- **Dovetail with Hudson River Water Trail**
Final products must be complimentary in content, organization, presentation, style, functionality and overall appearance to the recently published (2015) 7th edition of **The Hudson River Water Trail Guide** (The Hudson River Watertrail Association) and the accompanying Hudson River Greenway Water Trail 4-Map Set (<http://hrwa.org/trail-mapguide/buy-the-guide/>). This will enable fluid integration for users of the two water trails.

Scope of Services for this contract will include tasks to be completed in support of these objectives. In addition to proposals from a qualified consultant, the ECNHC/ECHF requires the consultant's professional guidance, technical support and coordination with staff and sub-contractors to assist in achieving the above stated objectives.

c. General Conditions

The Provider will work closely with the ECNHC/ECHF staff to achieve the project objectives. The Provider will work collaboratively with ECNHC/ECHF staff in an iterative and open editorial process

throughout the course of the project. The Provider will be solely responsible for project deliverables to be completed and submitted to the ECNHC/ECHF on, or before, July 31, 2018 (unless otherwise mutually agreed upon).

As part of the project development process, the Provider will be responsible for communicating with representatives of several agencies and organizations associated with the project. Identified stakeholders include, but are not limited to: the National Park Service Rivers, Trails, and Conservation Assistance (NPS RTCA) Program; New York State Canal Corporation (NYSCC); municipal partners; and businesses along the New York State canal system including recreation providers, canal-oriented services and tourism-related industry such as outfitters, canoe and kayak liveries, restaurants, campgrounds, marinas, etc. It will be important during development of the project that the Provider familiarize itself with existing regional water trails, communicate with localized water trail efforts, and consider connectivity with these trails during continued development of the **New York State Canalway Water Trail**.

The ECNHC/ECHF and the NPS RTCA have completed a preliminary Table of Contents/ document outline from which the Provider is expected to work (see Exhibit 1.). Furthermore, the ECNHC/ECHF and the NPS RTCA maintain an abundance of examples of water trail documents that will assist the Provider with project deliverables. These products will be shared and reviewed with the Provider as examples of what the ECNHC/ECHF looks to achieve in the form of project deliverables.

The ECNHC/ECHF maintain an inventory of digital and hardcopy photographs that will be made available to the selected Provider. Images needed for illustrative purposes within the guide book that are not available from the ECNHC/ECHF photo library may need to be obtained by the Provider.

The NYSCC and the ECNHC/ECHF will make available current inventory data on access sites and related facilities, historic and cultural sites, and commercial interests that are relevant to water trail planning. The Provider is expected to utilize this data as a foundation for project development.

Travel within the project area may be required. Anticipated travel needs should be included in the proposed budget submitted as part of response to this RFP.

III. SCOPE OF WORK

The below listed tasks are provided in support of the primary goals and objectives of the **New York State Canalway Water Trail** development. The following tasks will be completed by the Provider, in consultation with the ECNHC/ECHF, as part of this RFP.

a. Task 1 – Research, Compile Data and Information, Develop and Write Content for Guide Book

1. Summary

The primary objective of this project is completing the development and writing of a comprehensive water trail guide book for the New York State canal system including the Erie, Oswego, Cayuga-Seneca, and Champlain canals. The key task to complete will be the writing of a definitive and thorough guide for the non-motorized boater (including kayakers, canoeists, SUP, and rowers) on the canal system. The Provider will perform research, gather information, and compile site data to help inform water trail guide content development.

2. Sub-tasks

1. Review select examples of previously developed planning documents and completed water trails across the U.S.
2. Review previously developed water trail information for the approximately 128-mile segment of the Erie Canal/ Mohawk River within the project planning area.
3. Compile current inventory data on access sites and related facilities, locks and canal infrastructure, historic and cultural sites, and commercial interests relevant to water trail guide development.
4. Conduct research on the New York State canal system for existing facilities and develop and populate a spreadsheet to manage and track site inventory and information. This will include, but not limited to: launch facilities and site details (including type of launch, accessibility, nearby historic sites, nearby provisions, nearby municipal centers, restroom availability, showers, potable water, picnic and cooking facilities; campsites; lodging options; parking; vendors merchants; nearby trails; etc.), visitable historic and recreational sites, and assess general conditions of facilities (in person or remotely).
5. Conduct interviews (as necessary) of stakeholders (both individuals and groups) knowledgeable of non-motorized boating along the canal system including canoe, kayak, and paddleboard clubs and livery operators, tour guides, municipal officials, and knowledgeable individuals to help characterize facilities along the water trail.
6. Assess and document land-water transitions including launching and docking facilities (as needed) remotely and/or in the field.
7. Organize and conduct on-water investigation (as needed) that will help characterize paddling segments including some portions of the river that are bypassed by canal land-cut sections.
8. Write and author a comprehensive water trail guide sufficiently addressing all sections as laid out in the preliminary Table of Contents/ document outline.
9. Provide photographs or digital images that illustrate key topics within the text (see Exhibit 1.).
10. Work collaboratively with ECNHC/ECHF staff in an iterative and open editorial process throughout the course of the project
11. Establish a document style that is complimentary in content, organization, presentation, style, functionality and overall appearance to the 7th edition of *The Hudson River Water Trail Guide*.
12. Solicit guest writers (subject matter experts or those widely known throughout the region) to provide topic-specific contributions to the documents (Guide, Maps, and Web Content), also referred to as “inset” stories.
13. Employ professional writing standards to all document materials.
14. Ensure consistent tone and voice throughout the documents (Guide, Maps, and Web Content) utilizing the Erie Canalway National Heritage Corridor’s Preservation and Management Plan (October 2006) as a general guide (<https://eriecanalway.org/resources/preserve-plan>) .

15. Prepare Guide Book content for conveyance to Layout and Design subcontractor (to be determined) including text, limited photographs and images, and

b. Task 2 –Compile, Prepare and Organize Content for Navigational Map Set

1. Summary

A Navigational Map Set (estimated 8 maps, front and back, at approximately 1:63,000 scale) will be produced to complement the written guide book. Content of Water Trail sites will from the Water Trail Guide Book will be used for the Navigation Maps (see attached Exhibit 3. Sample of Navigational Map as an example).

2. Sub-tasks

1. In consultation with ECNHC/ ECHC staff, select sub-set of Water Trail site information to display on Navigational Map Set.
2. Prepare selected information for conveyance to Layout and Design subcontractor (to be determined).

c. Task 3 –Compile, Prepare and Organize Content for Mobile Responsive Website

1. Summary

Sites identified and included in the Guide Book will be also be provided on the existing mobile responsive Water Trail website infrastructure (see <https://eriecanalway.org/watertrail>). At time of RFP publication, less than 100 sites are provided on the water trail interactive map and web site. As part of the deliverables for this RFP, additional water trail site information provided for the Guide Book (an estimated 300 sites) will be formatted in a spreadsheet to be added to the water trail website at a later time by a subsequent sub-contractor.

2. Sub-tasks

1. Compile water trail site data into an appropriate spreadsheet for data management and eventual uploading to a mobile responsive website. All fields must match exactly the format of current spreadsheet for website data management (specifications will be available to selected Provider).

IV. PROJECT DELIVERABLES

The following are project deliverables due to the ECNHC/ECHF no later than June 31, 2018 (unless mutually agreed upon, in writing): A written water trail guide including one (1) printed hard copy, one (1) editable .docx digital copy, and one (1) editable .pdf digital copy (unless otherwise mutually agreed to); written content for set of navigational maps (estimated eight maps total), format to be determined; and content for updating existing Water Trail interactive map and website including

a. Written Guide

The principal deliverable for this contract will be an organized text document that will include fulfilling the writing needs of the water trail guide book as explained in Task 1. and as outlined in

Exhibit 1. Upon delivery, the final document will be ready to submit to Layout and Design sub-contractor.

b. Content for Maps

Organized content for navigational map set sufficient to be provided to a map layout and design sub-consultant for final map creation. Upon delivery, the final content will be ready to submit to Layout and Design sub-contractor.

c. Content for Web Site

Organized water trail site data content for uploading to water trail mobile responsive website to specification provided

Selected Provider will be assist with the conveyance of the final content of the guide, maps, and website data to the selected vendors (to be determined) for layout and design and available for answering questions and/ or providing clarifications should the layout and design vendor, or staff of the ECHF/ECNHC, require any additional information. All project deliverables will be the property of the ECHF.

V. PROPOSAL FORMAT AND CONTENT

a. Part I- Technical and Management Submittal

The following is a list of information that must be included in each response. The ECNHC/ECHF reserves the right to disqualify a proposal that does not include all of the information required below.

1. Cover Letter

A cover letter must be signed by the individual or individuals authorized to bind the contractor. The letter must indicate for each signatory that the signer is so authorized and the title or position the signer holds in the contracting organization. The cover shall include the following:

1. The Provider's name, nature of organization (e.g., corporation, partnership, etc.), location of main office, mailing address, telephone numbers, email addresses, and the name and above listed contact information of the person within the organization who will be the primary contact concerning the proposal.
2. A statement that the proposal is irrevocable for 60 days from the date when proposals are due, or longer by mutual agreement.
3. A statement that the Provider is ready, willing, and able to provide the proposed services in a timely manner upon reasonable notice.
4. A statement that, if awarded the contract, the provision of services to the ECNHC/ECHF will not create a conflict of interest. If it is believed that a conflict, or even the potential of conflict of interest may arise, the nature of the conflict should be described.

2. Title Page

A title page including the company name, address, telephone number, and the name of a primary contact person for the submittal.

3. Table of Contents

A Table of Contents that organizes the content of the submittal.

4. Executive Summary

A concise summary of the Provider's key staff, experience, qualifications, and interest in working with the ECNHC/ECHF.

5. Statement of Qualifications

Each proposal shall contain the following information regarding qualifications to provide the requested services:

1. A brief history and description of individual's services/organizational structure including size, scope of services, capability and area(s) of specialization.
2. Detailed documentation of qualifications and experience related to the scope of work required by the RFP.
3. Concise resumes of key management and supervisory personnel who will be directly assigned to provide the services to the ECNHC/ECHF and a description of the specific function each will perform. This information should include each individual's qualifying experience to perform the services assigned and his/her position and length of service.
4. Identification of items that may require sub-contractors, including the potential use of minority or women-owned business enterprises (M/WBEs).
5. At least three (3) client references including a description of the size, total dollar value, and specific services provide to each client to which the organization provided services within the past three (3) years. Specify the name, address, telephone number and email of the individual responsible at the client organization for the supervision of such services.
6. At least one writing sample (not to exceed five pages) that best illustrates the Provider's capability to meet the scope of work required by the RFP.

6. Statement of Proposal

Each proposal should address each specified task including a proposed schedule of implementation and milestone deliverables. This narrative should be as specific as possible.

VI. CRITERIA FOR EVALUATION OF PROPOSALS

a. General

A committee will evaluate each proposal using the criteria for selection set forth below, not necessarily in priority order:

1. Demonstrated record of experience and capability to write a water trail guide book.
2. Familiarity with water trails and the needs of non-motorized boaters.
3. Familiarity with the Erie Canalway National Heritage Corridor.
4. Overall philosophical approach to work plan and timeline.
5. Availability of the lead person(s) and other staff who would be assigned to provide services.

6. Overall completeness, clarity, quality and responsiveness of the proposal to the RFP.
7. Ability to meet M/WBE goals.
8. Total cost and detailed fee schedule.

VII. ADMINISTRATIVE SPECIFICATIONS

a. Rights to Proposals

The ECNHC/ ECHF retain all rights to submitted proposals.

b. Method of Payment

Submittals should include requested payment milestones and amounts.

c. Inquiries and Additional Information

Please direct inquiries and requests for additional information to:

Mr. Brian Yates, Program Manager
 Erie Canalway Heritage Fund, Inc.
 P.O. Box 219
 Waterford, NY 12188
 (518) 237-7000 Ext. 220
brian_yates@partner.nps.gov

d. Proposal Submission

All submitted proposals should be received at the ECNHC/ ECHF offices by 4:00pm on Friday, August 18, 2017. Please submit ten (10) hard copies and one (1) digital .pdf copy of each proposal submittal to one of the addresses below.

Submission of proposals:

Sent via US Post Office:

Do NOT send to this address if using overnight deliveries such as Fed Ex or UPS.

Water Trail Guide RFP
 c/o Erie Canalway Heritage Fund, Inc.
 P.O. Box 219
 Waterford, NY 12188

Hand or overnight deliveries

**(such as Fed Ex or UPS):
 Note: Do NOT send to this address if using the US Post Office.**

Water Trail Guide RFP
 c/o Erie Canalway Heritage Fund, Inc.
 1 Delaware Avenue
 Cohoes, NY 12047

NOTE: Faxed or emailed submissions will not be accepted.

e. Schedule of Key Events and Key Dates

July 21, 2017	Release of RFP
August 4, 2017	Deadline for written questions
August 18, 2017	RFPs must be received by Erie Canalway Heritage Fund, Inc. by 4:00pm
September 3, 2017	Target date to notify selected Provider (<i>estimated</i>)
September 2017	Work on Project authorized to begin (<i>estimated</i>)
July 31, 2018	Project completion and project deliverables submitted on, or before

f. Meetings

In addition to staff of the ECNHC/ECHF being available to the Provider via telephone and email, it is anticipated that a series of regularly scheduled monthly meetings (both face-to-face and teleconference) will be established, in addition to as-needed meetings, during the Contract Term.

g. Available Funds

It is anticipated that NO MORE THAN \$90,000 will be available for these services.

h. Anticipated subsequent RFPs and sub-contractors

It is anticipated that subsequent RFPs will be released in Spring 2018 for services related to project completion including guide and map layout and design, printing services, and mobile responsive website updates.

i. Exhibits Attached

1. Guide Draft Outline/ Table of Contents
2. Excerpts from The Hudson River Water Trail Guide
3. Sample of Navigational Map (from the Hudson River Greenway 4-Map Set)
4. Sample spreadsheet format for water trail sites master list/ database